

TABLE 1
MCM 1 PROGRAMS - PUBLIC EDUCATION AND OUTREACH

ID	Program	Permit Part	Audience	Target Pollutant	Objective	Measurable Goal	Milestone Date	Description	Reasons for Selection	Person Responsible	Measure of Success	Documentation (see website)
1.1	Salt Lake County Storm Water Coalition	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.4 4.2.1.5 4.2.1.6 4.2.1.7 4.2.1.8	All Audiences	All pollutants	Participate in Coalition	1) City representative at 70% of meetings	Ongoing	The Storm Water Coalition is an association of SLCO Municipalities including Sandy City. The SLCO Stormwater Coalition facilitates the creation of stormwater programs, teaching aids, TV, print ads, and common programs among County Cities. The Coalition also offers a venue for networking and reports on permit issues.	<ul style="list-style-type: none">• Use of the County's Public Education and Outreach and Public Involvement/Participation programs.• Benefit from storm water outfall monitoring programs.• Great resource for educational materials.• Benefit from experiences shared by other coalition cities.	Education Manager	Document attendance at coalition meetings	Attendance at Salt Lake County Storm Water Coalition Log
1.2	Utah Storm Water Advisory Committee	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.4 4.2.1.5 4.2.1.6 4.2.1.7 4.2.1.8	All Audiences	All pollutants	Participate in USWAC	1) City representative at 70% of meetings	Ongoing	USWAC coordinates efforts to reduce storm water pollution and provide adequate flood control. The committee reviews governing regulations, disseminates information to enhance compliance, promotes effective storm water management training, and assists in implementing best management practices.	<ul style="list-style-type: none">• Better understand regulations• Coordinate storm water management efforts.• Gather information and ideas to better manage and enhance education and implementation of the storm water management plan.	Program Manager	Document attendance at USWAC meetings	Attendance at Utah Storm Water Advisory Committee Log
1.3	UPDES Media Campaign	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.7 4.2.1.8	All Audiences	All pollutants	The 2011-2016 UPDES Media Campaign has objectives and measurable goals built into the program		Ongoing	The 2011-2016 UPDES Media Campaign is a product of the SLCO Storm Water Coalition. The SLCO Storm Water Coalition and all the participating Municipalities have entered into an Interlocal Agreement to facilitate funding this program through 2016.	<ul style="list-style-type: none">• The Media Campaign program is shared county wide to help focus the storm water message.• The whole State and beyond benefits from this program.	Education Manager	The Media Campaign includes a public opinion survey giving a measure of its effectiveness	Interlocal Agreement with Salt Lake County
1.4	Public Print Media	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.7 4.2.1.8	General Public, Businesses, Institutions, Industrial	All pollutants	Assess current concerns/needs and publish/provide information	1) Publish articles in the City Newsletter or in the Annual Consumer Confidence Report every two years 2) Distribute flyers in utility billing bi-annually 3) Distribute educational materials to use as handouts in schools once/year	Ongoing	Sandy City will determine storm water needs/concerns. Articles published in the Newsletter or Consumer Confidence Report and flyers distributed will include information regarding proper BMP suggestions, explanation of impacts on environment, current storm water concerns, and information regarding Trans Jordan Landfill, Salt Lake Valley Health Department Household Hazardous Waste Program, and Sandy City recycling programs. Handouts for schools may include pamphlets, tabloids, activity books, pencils, refrigerator magnets, and note pads.	Using print media for distributing information can be both effective and efficient.	Education Manager	Document number and type of articles published Document number and type of flyers distributed in utility billing Document number and type of handouts distributed in schools Conduct community surveys to determine measure of public awareness and understanding of storm water quality issues	Articles Published Log Flyers Distributed in Utility Billing Log Handouts Distributed in Schools Log Community Survey Results Log

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1.5	Public Electronic Media	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.7 4.2.1.8	General Public, Businesses, Institutions, Commercial	All pollutants	Assess current concerns/needs and publish/provide information	1) Post information on website	Ongoing	Sandy City will determine storm water needs/concerns. Information will be posted on the website including the SWMP, electronic version of print media, current concerns related to storm water maintenance, links to other important and relevant sites, upcoming activities, etc.	The website is a great resource for awareness and distribution of information. Individuals can be referred to the website for any requested and needed information.	Education Manager	Post information and documents on website and verify that information on website is current	Information on website
1.6	County Water Quality Fair	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.7 4.2.1.8	General Public	All pollutants	Provide opportunity for students to learn how to protect storm water	1) Participate in Water Quality Fair annually	Ongoing	The County Water Quality Fair is put on at the Hogle Zoo each year for 4th grade students in SLCO. The event is put on by the SLCO Storm Water Coalition to help students learn about water quality in an environment where they can see running water. It offers booths about storm water and other water quality issues for students and teachers.	The Water Quality Fair is a great opportunity to teach children at a young age the importance of storm water protection.	• Education Manager • Storm Water Coalition	Document number and type of handouts distributed at the Water Quality Fair	This is tracked and documented by Salt Lake County
						2) Encourage schools within Sandy City to attend by contacting the schools directly and/or sending letters					Keep record of schools and number of students that attend from Sandy City	Attendance at Water Quality Fair Log
1.7	Garden Fair at Sego Lily Gardens	4.2.1.1 4.2.1.2 4.2.1.3 4.2.1.7 4.2.1.8	General Public	All pollutants	Provide opportunities to increase public awareness of the problems and solutions regarding storm water while promoting water conservation	1) Distribute brochures at Garden Fair each year	Ongoing	Sego Lily Gardens is an educational garden designed for the public to observe and learn how to use water conservation principles and practices to create a beautiful and water-wise landscape. The Garden Fair at Sego Lily Gardens is put on by Sandy City annually to promote water conservation. Brochures will be distributed at the Fair to also promote storm water runoff awareness and provide the public with information regarding storm water quality issues and concerns.	The Garden Fair provides a great opportunity to promote storm water awareness in conjunction with the water conservation education effort.	Education Manager	Document number and type of handouts distributed at the Garden Fair	Handouts Distributed at Garden Fair Log
1.8	Construction and Development Print Media	4.2.1.1 4.2.1.3 4.2.1.4 4.2.1.5 4.2.1.6 4.2.1.7 4.2.1.8	Businesses, Institutions, Commercial, Engineers, Developers, Contractors, MS4 Personnel	All pollutants	Educate and inform those involved in review, design, and construction of the importance to protect water quality through recommended practices	1) Prepare handouts for distribution with development applications, permit, and contracts	7/1/2015	Sandy City will provide information to engineers, construction contractors, developers, concerning development of SWPPPs and BMPs, links to other guidance websites from SLCO, State of Utah, and EPA, and long-term storm water management in new development and redevelopment including information on LID and green infrastructure.	Using print media for distributing information can be both effective and efficient.	Education Manager	Post information and documents on website and verify that information on website is current	Information on website

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1.9	Employee Training	4.2.1.1	MS4 Personnel	All pollutants	Provide training and education opportunities for employees concerning prohibition against water quality impacts associated with illicit discharges and improper disposal of waste, facilities and system maintenance, and long-term storm water management	1) Publish city-wide email and articles in the City Newsletter or in the Annual Consumer Confidence Report every two years regarding water quality issues and updates	Ongoing	Sandy City will provide necessary education and training with educational materials to employees to increase awareness and improve work procedures to improve water quality. Training will also be done to educate specific employees regarding facilities and storm water system maintenance, standard operating procedures, LID practices, green infrastructure practices, and to communicate the specific requirements for post-construction control and associated BMPs.	Employee training will be performed annually as required with continual reminders through email or publications.	Education Manager	Document emails sent and articles published	-City-Wide Emails Log -Articles Published Log
		4.2.1.5				2) Provide training once/year to employees concerning prohibition and prevention of illicit discharges, improper disposal of waste, facilities maintenance, and standard operating procedures					Document attendance, topics and information provided at trainings	Employee Training Log
		4.2.1.6				3) Provide training once/year to engineers, development and plan review staff, land use planners regarding Post-Construction Storm Water Maintenance Plan and Agreement for development and specific requirements for post-construction control and BMPs						
		4.2.1.7										
		4.2.1.8										
		4.2.3.7										
		4.2.3.11										
		4.2.4.5										
		4.2.5.6										
		4.2.6.9										